

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

90. (Currently amended) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

identifying a caller identity or a first caller attribute related to the caller,

storing in a first electronic database, prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller, as an additional attribute,

comprising a preference of the caller not to receive one or more undesired sales pitches,

searching the first electronic database to determine the additional attribute of the caller based on at least one of the caller identity or the first caller attribute,

searching a second electronic database of potential sales pitches to identify a first sales pitch that is not one of the one or more undesired sales pitches based upon at least the additional attribute of the caller,

routing the service call to a human operator for presentation of the first sales pitch to the caller, and

assisting the human operator in presenting the first sales pitch to the caller.

91. (Cancelled)

proposed not to be entered 5-10-05 msh